

LEMON GROVE CITY COUNCIL
AGENDA ITEM SUMMARY

Item No. 1.F
Mtg. Date January 17, 2017
Dept. City Manager's Office

Item Title: Grant Application to SANDAG for GO by BIKE Mini-Grant for Lemon Grove GO by Bike to Work and School Day

Staff Contact: Miranda Evans, Management Analyst

Recommendation:

Adopt a resolution (**Attachment B**):

1. Authorizing the submission of an application to SANDAG;
2. Accepting the grant upon award; and
3. Directing the City Manager or her designee to execute any grant related documents.

Item Summary:

In support of the San Diego Regional Bike to Work Day on Thursday, May 18, 2017 and National Bike Month in May, the SANDAG GO by BIKE and iCommute teams are offering grants of up to \$3,000 for programs or projects that educate, promote, and encourage biking as an everyday transportation choice. Projects such as community rides, guided bike tours, and bike to work or school events are considered eligible projects under the grant guidelines.

Staff seeks authorization to submit an application (**Attachment C**) for the SANDAG GO by BIKE Mini-Grant to fund the Lemon Grove GO by Bike to Work and School Day. The staff report (**Attachment A**) provides details on the grant and proposed event. A resolution (**Attachment B**) authorizing submittal of the grant application is provided for City Council.

Fiscal Impact:

Staff recommends seeking the full \$3,000 amount for the mini-grant. Matching funds are not required.

Environmental Review:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Not subject to review | <input type="checkbox"/> Negative Declaration |
| <input type="checkbox"/> Categorical Exemption, Section [] | <input type="checkbox"/> Mitigated Negative Declaration |

Public Information:

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> None | <input type="checkbox"/> Newsletter article | <input type="checkbox"/> Notice to property owners within 500 ft. |
| <input type="checkbox"/> Notice published in local newspaper | <input type="checkbox"/> Neighborhood meeting | |

Attachments:

- A. Staff Report
- B. Resolution
- C. Draft Grant Application

LEMON GROVE CITY COUNCIL STAFF REPORT

Item No. 1.F.

Mtg. Date January 17, 2017

Item Title: **Grant Application to SANDAG for GO by BIKE Mini-Grant for Lemon Grove GO by Bike to Work and School Day**

Staff Contact: Lydia Romero, City Manager
Miranda Evans, Management Analyst

Background:

In support of the San Diego Regional Bike to Work Day on Thursday, May 18, 2017 and National Bike Month in May, the SANDAG GO by BIKE and iCommute teams are offering grants of up to \$3,000 for programs or projects that educate, promote, and encourage biking as an everyday transportation choice. Projects such as community rides, guided bike tours, and bike to work or school events are considered eligible projects under the grant guidelines.

Staff considered a traditional Bike to Work Day event, but determined that an event that involves the youth of the community would have the best opportunity for success. In December 2016, 161 students at San Altos Elementary School received free bicycles through donations from MTS bus, trolley and administrative employees. This event will provide students an opportunity to utilize their bicycles in a fun and supervised environment while they learn the benefits of living an active lifestyle.

In addition to being a fun and fully-funded community event, Lemon Grove GO by Bike to Work and School Day supports several of the adopted goals, policies and objectives from the General Plan, the Bikeway Master Plan and the Health and Wellness Element.

1996 General Plan

The proposed project supports an objective and policy from the General Plan:

- Mobility Element Objective 3.0: Routine use of the bicycle for transportation
 - o Policy 3.2: Encourage residents to use bicycles as an alternative mode of travel for both local and commuter trips...

2006 Bikeway Master Plan Goals and Policies

The proposed project supports the below goals and policies from the Bikeway Master Plan:

- Goal 4 Bikeway Master Plan Update: Promote bicycle safety and increased safety through education, encouragement and enforcement activities.
 - o Policy 4.1: Continue existing and pursue new adult and youth bicycle education and safety programs
 - o Policy 4.3: Support educational and incentive programs to encourage more students to bicycle or walk to school.

2014 Health and Wellness Element

The proposed project supports the below goals, policies and objectives from the Health and Wellness Element:

- Goal 1: Ensure the City is comprised of safe, connected neighborhoods

Attachment A

- Objective 1.2: Bicycle and pedestrian routes throughout the City connecting people with transit, parks, schools, employment, shopping and residences.
- Goal 2: Promote collaboration and positive attitudes about healthy and active living
 - Policy 4: Require City events to have healthy foods and water available
 - Objective 2.1: Lemon Grove is a city that leads by example.
- Goal 4: Provide a wide range of healthy activities.

Discussion:

Proposed Project Overview

The Lemon Grove GO by Bike to Work and School Day is an opportunity for Lemon Grove residents to join together and celebrate the benefits of leading a healthy lifestyle at any age while promoting bicycling in the Lemon Grove community. The Lemon Grove GO by Bike to Work and School Day would receive assistance from the Lemon Grove School District, the City's largest employer, and the Bicycle Patrol Deputies with the San Diego Sheriff's Department Lemon Grove Sub-Station. If awarded grant funds, the City would also look to engage the Lemon Grove Healthy Eating Active Living (HEAL) Zone for assistance with staffing the event and providing educational materials to event participants to educate them on the benefits of a healthy lifestyle.

The Lemon Grove GO by Bike to Work and School Day is proposed to be held on Friday, June 2, 2017. This date is ideal given the anticipated weather in early June and the fact that this is the week prior to the last week of school for the Lemon Grove School District. The proposed event date is within the necessary program window for the grant (April 1, 2017- June 15, 2017). The event would have several meeting locations for participants with bikable routes that lead to the four schools within Lemon Grove: Lemon Grove Academy (a middle and elementary school with 1,140 students enrolled), San Miguel Elementary School (549 students enrolled), Monterey Heights Elementary School (445 students enrolled), and San Altos Elementary School (408 students enrolled). Parents and teachers would be encouraged to ride with the children to their schools. Sheriff's Deputies on bicycles will also be available to bike along the designated routes. Along the routes, City staff and volunteers will have fuel/aid stations with refreshments and educational materials for bicycling and leading a healthy lifestyle.

All residents will be encouraged to participate in biking to work and school on June 2, 2017. Participants who pre-register for the event will be entered in an opportunity drawing to win a gift card or helmet from one of Lemon Grove's local bike shops. The gift cards and helmets are eligible to be obtained with grant funds, which supports local businesses. Although Lemon Grove Bike to Work and School Day is focused on bicycling to school, all forms of active transportation (e.g. walking and skateboarding) will be encouraged to promote the importance of a healthy lifestyle.

Proposed Project Goals

City staff identified several key goals for the Lemon Grove GO by Bike to Work and School Day.

1. Teach safe bicycling and pedestrian skills to children while promoting biking and walking in Lemon Grove;
2. Encourage modes of active transportation to get to and from school;
3. Provide an opportunity for the Lemon Grove community to join together with neighbors, coworkers and classmates; and
4. Uphold related goals, policies and objectives of the 1996 General Plan, 2006 Bikeway Master Plan and 2014 Health and Wellness Element.

Attachment A

Proposed Community Outreach and Advertising Procedures

Staff is proposing the following community outreach procedures to advertise the Lemon Grove GO by Bike to Work and School Day.

- Event flyer distribution to all Lemon Grove Schools;
- Event flyer distribution to Lemon Grove bicycle stores and other key locations;
- Purchasing and hanging a 3'x15' community event banner at the intersection of Lemon Grove Avenue and Broadway;
- Utilizing the School District's all-call system to notify parents and students of the event;
- Creating an event webpage on the City's website;
- Posting the event flyer on the School District's website;
- Utilizing social media as a marketing tool with regular posts promoting the event on Facebook, Instagram and Twitter;
- Sending e-notifications; and
- Utilizing assistance from community stakeholders such as the Lemon Grove School District and Lemon Grove HEAL Zone.

Application Evaluation and Selection Process

Eligible applications will be scored in the following areas:

Evaluation Factor	Point Value
Organization's experience and capacity for carrying out the project	20
Methodology and approach to budget	30
Project budget	20
Projected attendance or project reach	10
Quality, comprehensiveness, relevance, and feasibility of the application submitted	20
Total Available Points	100

Applications receiving between 75 and 100 points will be considered for funding. Projects will receive funding until all funding has been allocated or no applications with scores above 75 points remain. Applications must be submitted by 5 p.m. on January 20, 2017.

Grant Program Timeline

Key dates for the grant process include:

Grant Process	Date
Deadline to submit application to SANDAG	January 20, 2017
Grant applications review	January 23, 2017 – February 10, 2017
Grant awards and notifications	By February 17, 2017
Approval of grant agreements	February 2017

Attachment A

Grant Process	Date
Final list of grant projects	March 2017
Project start date	April 1, 2017
Project completion date	June 15, 2017
Final report due date	June 30, 2017

Lastly, staff felt it was important to note that the project proposal was shared with the Lemon Grove School District and the District is fully supportive of the event.

Conclusion:

Staff recommends that the City Council adopt a resolution (**Attachment B**) authorizing staff to submit an application for the SANDAG GO by BIKE Mini-Grant to fund the Lemon Grove Bike to Work and School Day and authorizing the City Manager or her designee to execute any grant related documents upon award.

RESOLUTION NO. 2017 -

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LEMON GROVE, CALIFORNIA AUTHORIZING THE SUBMITTAL OF AN APPLICATION TO SANDAG FOR THE LEMON GROVE GO BY BIKE TO WORK AND SCHOOL DAY AND DIRECTING THE CITY MANAGER TO EXECUTE ANY GRANT RELATED DOCUMENTS UPON AWARD

WHEREAS, In support of the San Diego Regional Bike to Work Day on Thursday, May 18, 2017 and National Bike Month in May, the SANDAG GO by BIKE and iCommute teams are offering grants for programs or projects that educate, promote, and encourage biking as an everyday transportation choice; and

WHEREAS, a total of \$30,000 in funding is available for the 2017 GO by BIKE Mini-Grant Program; and

WHEREAS, mini-grants are available in the amount of \$3,000 and the total award amount is based on an evaluation factor score; and

WHEREAS, the City wishes to receive funds for the Lemon Grove GO by Bike to Work and School Day to be held on June 2, 2017; and

WHEREAS, Lemon Grove GO by Bike to Work and School Day supports several of the adopted goals, policies and objectives from the 1996 General Plan, the 2006 Bikeway Master Plan and the 2014 Health and Wellness Element; and

WHEREAS, the City will work to achieve the following goals as set forth in the grant application:

1. Teach safe bicycling and pedestrian skills to children while promoting biking and walking in Lemon Grove;
2. Encourage modes of active transportation to get to and from school;
3. Provide an opportunity for the Lemon Grove community to join together with neighbors, coworkers and classmates; and
4. Uphold related goals, policies and objectives of the 1996 General Plan, 2006 Bikeway Master Plan and 2014 Health and Wellness Element.

WHEREAS, the City will comply with the grant requirements outlined in the GO by BIKE Mini-Grant Program Request for Grant Applications; and

WHEREAS, the application must be submitted before 5 p.m. on January 20, 2017.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Lemon Grove, California hereby:

1. Authorizes the submission of a grant application to SANDAG;
2. Accepts the grant funds upon award; and
3. Directs the City Manager or her designee to execute any grant related documents.]

BE IT FURTHER RESOLVED that, if a mini-grant award is made by SANDAG to fund the Lemon Grove GO by Bike to Work and School Day, the City Council authorizes the City of Lemon Grove to accept the grant funds, execute the grant agreement with SANDAG and begin preparations for the event.

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DRAFT APPLICATION

ATTACHMENT A PROJECT SUMMARY

I. PROJECT SUMMARY

A. Program/Project Title:

Lemon Grove GO by Bike to Work and School Day

B. Program/Project Applicant:

(Provide the name and address of the organization)

Name of Organization: City of Lemon Grove

Address: 3232 Main Street

Lemon Grove, CA 91945

C. Primary Contact:

(Provide the contact name, title, mailing address, phone number, fax number, email, and role on the project)

Name: Miranda Evans

Title: Management Analyst

Mailing Address: 3232 Main Street

Lemon Grove, CA 91945

Phone: 619.825.3813

Fax: 619.825.3804

Email: mevans@lemongrove.ca.gov

Role on the Project: Project Manager

D. Program/Project Description:

(Describe the program/project goals, location, scope, and elements to be funded by the GO by BIKE Mini-Grant fund. Applications must include the projected attendance or reach)

The Lemon Grove GO by Bike to Work and School Day is an opportunity for Lemon Grove residents to join together and celebrate the benefits of leading a healthy lifestyle at any age while promoting bicycling in the Lemon Grove community. The Lemon Grove GO by Bike to Work and School Day would receive assistance from the Lemon Grove School District, the City's largest employer, and the Bicycle Patrol Deputies with the San Diego Sheriff's Department Lemon Grove Sub-Station. If awarded grant funds, the City would also look to engage the Lemon Grove Healthy Eating Active Living (HEAL) Zone for assistance with staffing the event and providing educational materials to event participants to educate them on the benefits of a healthy lifestyle.

The Lemon Grove GO by Bike to Work and School Day is proposed to be held on Friday, June 2, 2017. This date is ideal given the anticipated weather in early June and the fact that this is the week prior to the last week of school within the Lemon Grove School District. The proposed event date is within the necessary program window for the grant (April 1, 2017- June 15, 2017). The event would have several meeting locations for participants with bikable routes that lead to the four schools within Lemon Grove: Lemon Grove Academy (a middle and elementary school with 1,140 students enrolled), San Miguel Elementary School (549 students enrolled), Monterey Heights Elementary School (445 students enrolled), and San Altos Elementary School (408 students enrolled). Parents and teachers would be encouraged to ride with the children to their schools. Sheriff's Deputies on bicycles will also be available to bike along the designated routes. Along the routes, City staff and volunteers will have fuel/aid stations with refreshments and educational materials for bicycling and leading a healthy lifestyle.

Given the large participant base and network of support from the Lemon Grove School District, it is anticipated that the approximate projected reach would be as follows:

- 3,136 students reached and their parents
- 550 School District employees reached
- 1,500 residents reached through social media advertising (Facebook, Instagram, Twitter)
- 500 reached through the Lemon Grove HEAL Zone

All residents will be encouraged to participate with biking to work or school on June 2, 2017. Those who pre-register for the event will be entered in an opportunity drawing to win a gift card or helmet from one of Lemon Grove's local bike shops which supports local businesses. Although Lemon Grove Bike to Work and School Day is focused on bicycling to school, all forms of active transportation will be encouraged to promote the importance of a healthy lifestyle.

The Lemon Grove GO by Bike to Work and School Day seeks to accomplish the below goals:

- Teach safe bicycling and pedestrian skills to children while promoting biking and walking in Lemon Grove; Encourage modes of active transportation to get to and from school;
- Provide an opportunity for the Lemon Grove community to join together with neighbors, coworkers, and classmates; and
- Uphold related goals, policies and objectives from the General Plan, Bikeway Master Plan and Health and Wellness Element.

Attachment C

SANDAG Document Number 5004965

E. Description of Applicant and Assigned Staff:

(Describe the applicant and the experience/skills of the staff that the applicant proposes to assign to the program/project)

The City of Lemon Grove is a versatile government agency well-equipped to plan and execute community events such as the proposed Lemon Grove GO by Bike to Work and School Event. Miranda Evans, Management Analyst for the City Manager's Office, will be the Project Manager of the grant and proposed June 2, 2017 event. Ms. Evans previously worked in the City's Planning Division and is knowledgeable of the City's goals, policies and objectives set forth in the applicable documents such as The General Plan, The Health and Wellness Element, Bikeway Master Plan and cyclist safety and corridors in Lemon Grove. She has experience working with community stakeholders on events such as community workshops and presentations, the annual Concert in the Park series, and the annual Community Bonfire. Ms. Evans also has experience with managing multiple SANDAG grants. She is currently coordinating a grant with the United States Department of Justice to enhance the station's Bicycle Patrol Program. Additionally, she has marketing experience and manages all the City's social media accounts. Ms. Evans will be supported by Lydia Romero, the City Manager, Lemon Grove City staff, the Lemon Grove Sub-Station Bicycle Patrol Program, the Lemon Grove School District, and the Lemon Grove Healthy Eating Active Living (HEAL) Zone staff.

F. Proposed Methodology:

(Provide the information requested and respond to the questions asked in Section VII.B.)

1. The City of Lemon Grove will utilize funds to advertise and execute the Bike to Work and School event. Upon notification of the grant award, the City will begin coordination with the following key stakeholders: The Sheriff's Department Bicycle Patrol Unit, The Lemon Grove School District and the Lemon Grove HEAL Zone. Coordination will begin on creating the course maps, educational materials, program website (a sub-page on the City's website), advertising materials, and beginning to market the event. With the specified project start date of April 1, 2017, the City will have over 60-days to prepare for the event.
2. The Lemon Grove Go by Bike to Work or School Event will advance the grant program's primary goal to educate and encourage biking for all trips. In 2012, Circulate San Diego surveyed parents of children who are attending the City's elementary and middle schools. Part of the survey included questions regarding their child's typical travel mode to and from school. At that time, less than one percent of children bike to or from school. This is a metric that the City is interested in improving. The proposed early June event will capitalize on the momentum of Bike Month in May and will continue to raise awareness of bicycle and pedestrian safety.
3. The project will be promoted by the City and local community stakeholders to ensure broad participation. A community banner viewed on the highly traveled intersection of Lemon Grove Avenue and Broadway will provide information to the community and has been effective with past events. Flyers will be distributed to all students in Lemon Grove and the School District will utilize their all-call system to notify parents of the event, another proven outreach technique. Social media marketing will also be done on the City's Facebook, Instagram and Twitter accounts, e-notifications will be sent to City list serve recipients and it will be advertised on the City's website on the calendar and as a news release. Staff anticipates this project will reach at least one-third of the City's total population, which is about 8,333 residents representative of a variety of demographic groups. The median household income in Lemon Grove is approximately \$50,000 compared to a median average household income of \$65,000 overall in San Diego County. Lemon Grove has been experiencing a tepid recovery from the recession and nearly 30% of households make less than \$25,000 a year. Currently, 18% of Lemon Grove residents live in poverty as compared to the San Diego County Average of 13%. This disparity is even more pronounced for families with children under 18 years of age. In Lemon Grove, approximately 20% of families with children live below the poverty line. It is anticipated that this is the demographic that will participate in the project. In December, every child at San Altos Elementary School in grades K-2 was given a bicycle through donations from MTS.
4. Project success will be quantified through the event's participation rate. Project outcomes will be measured through the City's ability to address the goals for the event:
 - Teach safe bicycling and pedestrian skills to children while promoting biking and walking in Lemon Grove; Encourage modes of active transportation to get to and from school;
 - Provide an opportunity for the Lemon Grove community to join together with neighbors, coworkers, and classmates; and
 - Uphold related goals, policies and objectives of the 1996 Lemon Grove General Plan, 2006 Bikeway Master Plan and 2014 Health and Wellness Element.

Attachment C

G. Project Budget Estimate:

(Provide a clear description of how funding will be used. Describe the approach for generating such estimate that can be relied upon for sound decision-making)

Funding will be used to market and execute the event. Cost estimates were researched and generated based on current prices of the items listed in Attachment B.

Attachment C

ATTACHMENT B PROJECT BUDGET ESTIMATE FORM

Project Budget:

Using the table below as a template, indicate anticipated project expenditures.

LIST OF EXPENSES	ESTIMATED AMOUNT
1. Design, print and distribute 3,500 flyers to schools and community	\$ 400.00
2. Refreshments for fuel stations: water, oranges, bananas	\$ 400.00
3. Gift cards to local bike shops: 8 valued @ \$50 each	\$ 400.00
4. Educational biking materials for fuel stations	\$ 250.00
5. Helmets for opportunity drawing: 10 valued @ \$25 each	\$ 250.00
6. Course maps	\$ 300.00
7. 6' folding tables for fuel stations: 10 valued @ \$40 each	\$ 400.00
8. 3'x15' community event banner to advertise event	\$ 600.00
9.	\$
10.	\$
11.	\$
12.	\$
13.	\$
14.	\$
15.	\$
16.	\$
17.	\$
18.	\$
19.	\$
20.	\$
TOTAL	\$ 3,000.00